

# Rika Pinto

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## EDUCATION

### University of California Berkeley

BS Business Administration | BA Economics

Berkeley, CA

May 2027

- GPA: 3.721
- Relevant Coursework: Principles of Business, Introduction to Financial Accounting, Analytic Geometry and Calculus
- Activities and Societies: Nova Consulting, Asha for Education, Songwriters at Berkeley

## PROFESSIONAL EXPERIENCE

### Romikas

CEO & Founder

Pleasanton, CA

Aug 2020–Present

- Spearheaded my 6 figure profit retail business by overseeing 215 employees in the United States and India to facilitate growth
- Developed and implemented Social media, PR, and many more marketing strategies to gain over 5 thousand customers in 3 years
- Donate between 10-50% of monthly sales to charities like Give India, and the Trevor project to provide resources to those in need

### Support Vectors

Research Intern

Fremont, CA

Dec 2022 – Jan 2024

- Created 3 machine learning algorithms to quantifiably measure the impact of holidays on sales and returns providing precise insights
- Implemented predictive models that are trained on historical data enabling accurate forecasts of sales and return patterns
- Incorporated insights learned seamlessly into existing sales and inventory management systems

### Brain-O-Magic

Head student teacher and Mentor

San Ramon, CA

Dec 2017 – July 2023

- Led 20 student teachers & trained them to be confident teachers in math & mentored these student teachers in their future careers
- Taught over 100 students to be confident in mathematics and helped to improve their focus and concentration
- Piloted 30 students to compete and win in the Speedy math National Competition to boost retention in the competition
- Donated over \$1000 of teaching profits to provide food and water along with healthcare to Ukrainian Children

## LEADERSHIP & EXTRACURRICULARS

### Nova Consulting

Strategy Consultant

Berkeley, CA

Jan 2024 - Present

- Working on a project with Aston Martin involving data cleanup, visualization, market research, and competitive analysis
- Utilized data analysis, competitor research, industry insights & GIS for recommendations to increase sales and revenues in America
- Focused on leveraging data-backed insights to enhance profit for various dealership categories for Aston Martin

### Insync

Vice President of Nationally Ranked HS Show choir

Burbank, CA

Aug 2019 – May 2022

- Curated and executed strategic initiatives to expand our impact through performances and collaborations such as Night of Magic
- Successfully secured sponsorships and partnerships ensuring financial support and long term sustainability to travel for competitions
- Established and managed talent development programs while fostering a culture of excellence and collaboration within the choir

### Asha for Education

Marketing Committee Member

Berkeley, CA

Jan 2024 – Present

- Contribute to the marketing committee by generating engaging content for Instagram and TikTok platforms
- Support non-profits mission to educate young girls in rural areas of India through awareness in strategic social media content creation
- Collaborate with marketing committee to promote initiatives aimed at empowering underprivileged girls in India

### Valley Humane Society

Cat Care and Dog Care Volunteer

Pleasanton, CA

Sep 2021 – May 2023

- Cleaned over 30 pet kennels, fed 20 animals per hour, and volunteered for over 100 hours to ensure cleanliness within the space
- Raised spirits at shelter and socialized animals by exposing them to human and environmental sounds to help them get adopted
- Helped plan fundraisers like Ink Cartridge Recycling weekend to raise over \$15,000 for the non-profit organization

## ADDITIONAL INFORMATION

**Skills:** Microsoft (Excel, Word, PowerPoint), Canva, Build Shopify website, Scratch, Python, Numpy (Beginner), Pandas (Beginner)

**Languages:** English, Bengali, Hindi (Proficient), Spanish (Beginner)

**Achievements:** Featured in the Nobel Peace Prize concert, 1<sup>st</sup> Place California State Singing Competition, 1<sup>st</sup> Place in Level 7 Abacus Math Competition, Finalist in Kiwanis Burbank Singing Star, Received over 15,000 streams in less than a week on song I wrote, recorded and released, Acted in multiple shows and Screen-tested for Grey's anatomy, Stranger Things, and a Fox Pilot

**Interests:** Singing, watching movies, cooking, writing songs, playing guitar, piano, ukulele, and shopping!